WEEKLY REVIEW

The Creed of an Optimist

"Do not keep the alabaster boxes of your love and tenderness sealed up until your friends are dead. Fill their lives with sweetness. Speak approving, cheering words while their ears can hear them, and while their hearts can be thrilled and made happier by them; the kind things you mean to say when they are gone, say before they go. The flowers you mean to send for their coffins, send to brighten and sweeten their homes before they leave them. If my friends have alabaster boxes laid away, full of fragrant perfumes of smypathy and affection, which they intend to break over my dead body, I would rather they would bring them out in my weary and troubled hours, and open them, that I may be refreshed and cheered by them while I need them. I would rather have a plain coffin without a flower, a funeral without an eulogy, than a life without the sweetness of love and sympathy. Let us learn to anoint our friends beforehand for their burial. Post mortem kindness does not cheer the troubled spirit. Flowers on the coffin cast no fragrance backward over life's weary way."

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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THE NEW LINE

From time to time the writer has taken occasion to casually mention the new samples to the various salesmen, but we have refrained from saying anything in general about the new line which we expect to place in your hands some time in Decemmber for the battle of 1910. However, now since the last picture has been sent to the engravers, and we have practically decided on the various styles, shapes, etc., we feel confident that when the boys come to the Convention in December and see the new samples for the first time, that they will feel more than satisfied, for we know that we have a line prepared that will in every way be an improvement over the one which we have in the field at the present time, or the one which we published our first year. Every series will be strengthened, many new ideas will be embodied in it, and we have every confidence that when our salesmen enter competition that they will come out victorious with a large percentage of the prospective buyers.

We do not claim to have all of the good pictures. We are willing to concede that some few of the other houses will have good subjects, but we do believe that our new line taken as a whole will far surpass that which will be placed in the field by any of our competitors.

We should like to go into the matter carefully and take up the various new propositions which we expect to show you, but refrain from doing this for the reason that we do not wish our competitors to in any way get a line on anything which we expect to offer, but you have all been satisfied and enthusiastic over the 1910 line, and we want to go on record here to the effect that the 1911 samples will be so far ahead of them that there will be no room for comparison.

We are giving you this inkling now for the reason that we know that many of you are going to cover a good share of your territory the balance of this fall. We want you to talk it to your customers, and to the other salesmen's customers. You cannot see them all on the first day of 1910, so any missionary work which you may do this fall will hold many buyers until you can get around, and you can feel reasonably sure when you call on them, even if your competitors have been ahead of you, if they have waited, that you will be able to show them a line that in nine cases out of ten will make it possible for you to write out one of the blue sheets.

This line will not be for sale until the first of the year. Do not neglect your present line. Do all the business you possibly can between now and the first of December. Where a customer has bought put in a good word for both the Company and yourself with a view of getting the business next year.

Approximately 80 to 85 per cent of our business is now in. There is still 15 or 20 per cent to be had, and we trust that every man on the force will give us his best efforts for the balance of the year, and keep up the splendid increase which we have shown thus far, and help us wind up our second year with a volume of business never equalled by many of the old houses.

T. R. Gerlach.

WEEK ENDING, AUG. 11th

We went up against a larger week this week than for several weeks past and, as a consequence, our rate of increase was not quite so large, although. as a matter of fact, the actual increase is very satisfactory and the percentage is way above our average increase for the year, so you will see that business continues all to the good.

Unquestionably the most satisfactory order of the week was that sent in by a customer

off Mr. Meyer's, mention of which was made in a previous issue of the Review. There is a good story connected with this order, one that ought to give courage to every G.-B. salesman. As you all know, several of the officers of this company were for many years connected with the Murphy Company, now one of our chief competitors. In the early years of the history of that Company they secured this particular order, the customer being a Bank. Year after year the order continued to go to the Murphy Company without a great deal of effort, at least there seemed to be no strong competition. This continued up until the time we left the Murphy Company. Last year we were not well represented in that territory and made no particular impression on the customer. This year, however, we sent Mr. Meyer to see the bank and after going over our line, they said they would at least give it consideration when they came to placing their order. The situation was a little bit peculiar and Mr. Meyer found it necessary to ask us to send samples of the subjects selected for their consideration. We did so, and in due course they returned four of the samples, numbers 701, 704, 705 and 1006 and asked for prices on 2000 of each. We promptly quoted prices and notified Mr. Meyer. However, it was not even necessary for Mr. Meyer to go to see them, although he did so, for they immediately placed the order with us by mail, and as you know, the order runs well into four figures.

The gratifying feature connected with the order is the fact that the bank selected our subjects from the considerable number of samples submitted by ourselves and other houses, and gave us the order without the personality of a salesman figuring to any considerable extent. And this in spite of the fact that they had been dealing with the Murphy Company for many years. It proves conclusively that the G.-B. line need fear no competition and especially that of the Murphy Co.

In this connection it is interesting to note that in it's second year, the G.-B. Company has booked more orders running into four figures than the Murphy Company booked in all the years we were connected with their concern, and we have not secured those orders by cutting prices either. In fact a considerable number of the four figure orders we have secured have been at our regular price-list prices quantities being under ten thousand. We have met the old company in competition in many cases and secured the business in spite of the fact that they made lower prices. The big order referred to recently, which came to Mr. T. R. Gerlach by long distance 'phone, was from a former Murphy customer and there were several other important orders of the year, which were taken in competition with the Murphy Company. As a matter of fact, the G.-B. line is so far ahead of that of the Murphy Company that they are really not in our class.

This seems to be a particularly good week for Mr. Meyer in the matter of having orders come in by mail, as we find that another bank on whom he called in June and left an order form made out sent in their order in this week and it amounted to just under $100.00. In addition, he had a very nice business, so that his total is exceedingly satisfactory.

Mr. Shimmin had a most excellent business this week, starting off with an order for mailing cards amounting to $240.00, his customer being a coal dealer. Mr. Shimmin sells to lots of Fertilizer companies and dealers. One of his customers this week bought 500 De Luxe in Series 27. As he secured business every day but Labor Day, his total was large enough to look good at any time of the year.

The good business from New York City is beginning to loosen up somewhat and Mr. White is getting a share of it. One of his nice orders of the week calls for 3000 calendars, 2500 card-boards and 500 Davis De Luxe, order amounting to nearly $200.00.

Mr. Huffert Mr. Brooks and Mr. A. E. Gerlach all secured representatives orders, while there were a lot of other men, who did fairly well.

In fact, considering that in nearly every section of the country it is impossible to do any business on Labor Day, the results were equal to that of the previous week, which was the best we have had for several months. Last year business was better during September, October and November than it was during August and we are certainly proving that this year's business is going to be proportionately better during those months than they were last year. We have therefore good reason to believe that every man on the force should do a fair business the rest of the year.

NUMBER OF ORDERS

Mr. Cies, for the third consecutive week, leads the force under this heading with a total of fourteen orders. This is not quite as good

a record as he made last week when he wrote seventeen orders, but in reviewing the work of all salesmen it must be taken into consideration that Labor Day was an important factor in the week, particularly in towns of any size. To just what extent Labor Day was observed in Kansas, the writer does not know, but it is pretty well observed in this section of the country. Therefore a record of fourteen orders is not at all bad.

Mr. Huffert stands number two under this heading with nine orders. Messrs. Moore, Brooks and Parks tie for third place with eight orders each.

DAY'S BUSINESS

It was Mr. Cies who wrote the largest number of orders during the week just ended, and to him falls the honor of being the only man who reports business every day including Labor Day.

We are glad to note that there are a number of men who report business five days. The probabilities are that had Monday not been a holiday, pretty generally observed, that the total under the number of salesmen reporting perfect weeks would have been considerably larger than the previous week.

Following is the list of those reporting business every day but one:—Messrs. Brooks, Conkling, Fadely, Huffert, Moore, Parks, Shimmin, Beelman and Meyer.

We have a report from Mr. Coleman showing that he wrote business four days and a fair sized mail order reached us from one of his customers, which apparently gives him business for five days. For Saturday we received no report.

FANS

Our fans have now been in the salesmen's hands for little more than a week, and while the results have been more than satisfactory, we can see where many of the boys are overlooking opportunities.

Remember. that selling fans at this time of the year is the same as selling calendars in January. In canvassing a town with the calendar proposition at this season you find that many of the buyers have placed their orders, while with fans it is different, and we believe that if you make it a point to show these goods daily to the lines of trade that are eligible to use them, our trade will materially increase.

Many of the jobbing lines sell fans at from $15.00 to $20.00, but you will find that wherever a dealer handles a fan that compares in any way with the goods which we are offering that they pay fully as much as we ask. In manufacturing this line we use the very finest stock, the same as we use for manufacturing our 11x14 cardboards. We inspect them just as carefully as we do our calendars, and the pictures are originals and not old subjects which have been used for one or two years for other purposes.

If you will use these various arguments with the trade there is no reason why every man on the force should not send in orders each week amounting to from one to five thousand fans at least, and this should only include the small orders of 500 and 1000 lots.

We, of course, do not want you to neglect your calendar, blotter and mailing card business, but we want you to do enough business with the fans to warrant our giving you a new set in 1910. We put them in the line not with a view of making a lot of money, but to assist the salesmen as much as possible in the way of commissions during the duller months of the year, and we trust that you will show your appreciation of same by sending in sufficient orders to keep the Fan Department busy in the manufacturing end after the first of January. If you do this we will give you a new set up to our usual standard a year from now.

Just as this copy goes to press, the writer's attention is forcibly called to the good work Mr. McLaughlin is doing with fans. A glance at our salesbook shows that he has sent in seven orders for fans since receiving samples. In fact has sold fans in every town he has visited with one exception.

Mr. McLaughlin writes in part as follows:

"This is the first town in which I have been unable to sell fans, since receiving samples."

Mr. McLaughlin's work should give you an idea of the possibilities with fans, if you are not already aware of the field for this line.

Commission on Fans

¶We neglected to advise salesmen that the same commission will be paid on fans as on blotters and mailing cards.

NEWS FROM THE FIELD

"VIOLET" IS IRRESISTABLE

"Violet" mounted in De Luxe style, with a persistent salesman back of it, is a pretty hard combination to beat, at least a bank in Mr. McLaughlin's territory, who have been Osborne customers for a good many years and who in fact had placed their order with the Osborne Company early this year, before they had looked at the G.-B. line, found this to be true. They were so taken with this subject and our style of mounting that they placed with us an additional order, and in connection with this order Mr. McLaughlin writes as follows:—

"Feel pretty good at being able to send in the inclosed order from ..... National Bank. Not a large one but a starter nevertheless. Think I could have sold them their entire order for 1910 had I the situation in hand from the start. Osborne sold them early in the year. At the hotel and at some of the business places they speak of the bank as the Osborne bank, but with the help of "Violet" and some good work next year, let us hope we can change it to the G.-B. bank.

McLAUGHLIN."

THE PSYCHOLOGICAL PROCESS OF A SALE

Those of you who attended the last Convention probably will recall that Mr. Cies had something to say in his paper regarding psychology and its bearing on salesmanship. When Mr. Cies is enjoying good health he writes a business with splendid regularity and usually has a goodly number of orders at the end of the week. We don't know whether to attribute this to psychology or to the good, honest, hard work which Mr. Cies puts in, but in any event the results are satisfactory, and after all that is the most important to us. Mr. Cies writes as follows after closing a sale with our splendid Kenyon subject "Lilacs" in Davis De Luxe style:—

"This order was sold to a man who had sworn off using Calendars, and was so sure that he did not want any that he would not look at the line at first, but after visiting with him about an hour he consented to look. I got to the dainty De Luxe as soon as possible and had no trouble interesting him with the plan. I got his attention, interested him, reached his emotion, created desire and secured his volition and that's the psychological process of every sale.

CIES."

PITH

Health is power.

Joy is the universal germicide.

True riches are never burdensome.

Invest smiles and get high dividends and sure pay.

Advertising is salesmanship by the written method.

Curiosity is a powerful appetizer to the ad-reader.

The happy can truly sympathize with the sorrowing.

Good advertising is the fire under the boiler of business.

Tact is love and sympathy on the alert with enthusiasm.

Every ounce eaten beyond actual bodily need is poison.

In trade, physical might makes right in the darkness of Ignorance.

Your backbone gets its strength from the rich, red blood of high vitality.

Advertisements and salesmen are co-workers—let each help the other.

The first boy in the strawberry patch has first choice of the finest fruit.

We learn to swim by swimming—we learn to do right acts by doing them.

The bullets of anger glance harmlessly off the shining shield of good humor.

Faith in your food doubles its nutritive value—eat food you can believe in.

To save the country, be a good individual—to save the state, be a good citizen.

Sunshine opens the heart of the flowers—rough fingers make them shut up tight.

Cheerfulness is catching—and the man who has had it most often is least immune.

Don't waste any time belaboring the cause of all your troubles—you're the trouble.

Enthusiasm, guided by knowledge and balanced by truth, gives confidence—gets results.

Happiness proceeds from perfect harmony with law—and "love is the fulfilling of law."

Genius gets its inspiration from an Infinite Source, and ever produces something new and fresh.

Genius is to mediocrity what a dynamo is to a pasteboard battery—it's a difference of intensity.

"Do unto others as you would have them do unto you," is the best business-building advice ever given.

The optimist has escaped quarantine, and spreads the contagion of health and good cheer everywhere.

Like advertising copy sells goods like a live salesman. The better the logician, the better the ad-writer.

Will your readers sit down to your ads. as they would to a human interest story? If not, re-write them.

An advertisement is a selling talk on paper —make it go straight to the bull's eye. Make it points, points, points, not words, words, words.

Success is comparative. A tramp thinks he is successful if he's skilled in negotiating hand outs.

The man who is waiting for something to turn up, finds himself turned down.

The darkey in the wood pile isn't there for wood chopping purposes.

The world consists of two great classes of people. Those who are carefully blowing up toy baloons and those who stand around with pins to prick 'em.

The man who goes gunning for sparrows doesn't bring home bear-meat.

Energy will do anything that can be done in this world; and no talents, no circumstances, no opportunities will make a two-legged animal a man without it.

Impossibilities are merely the half-hearted efforts of quitters. The man who won't go through to the finish has finished at the start.

The lazy man has always failed in every spot and in everything. He's a weed in the way of a producer. He absorbs more than he earns. He checks the growth of well-planted endeavor.

There are no free passes over the modern road. Fortune has an interstate commerce law of her own—she won't deadhead anybody.

Everybody who ever did anything, anywhere, had to find the grindstone and run himself against it until he developed an edge that would cut something.

Anybody can get a steady living out of steady effort. The same clock that ticks off twenty-four hours for one man can't cheat his neighbor. The same laws of right and wrong, the same privilege to do and dare, are open to both.

The steady, ready worker never complains. He's too busy trying to better his condition. When a man is doing his level best he always finds life on the level.

The man who looks hard enough will find enough to repay him. Only the worker lasts. Carelessness and indifference and neglect are not timbers for the builders.

Half of greatness is grit. When intelligence is backed up by the determination not to back down, the only thing under the sun that is impossible is something that can't be imagined.

WITHDRAWAL

Left-Over Hanger No. 491 Race for Life.